MAY 18

Broadcasting

61st YEAR — FIRST IN TELEVISION CABLE RADIO SATELLITE — 1992 $2.95

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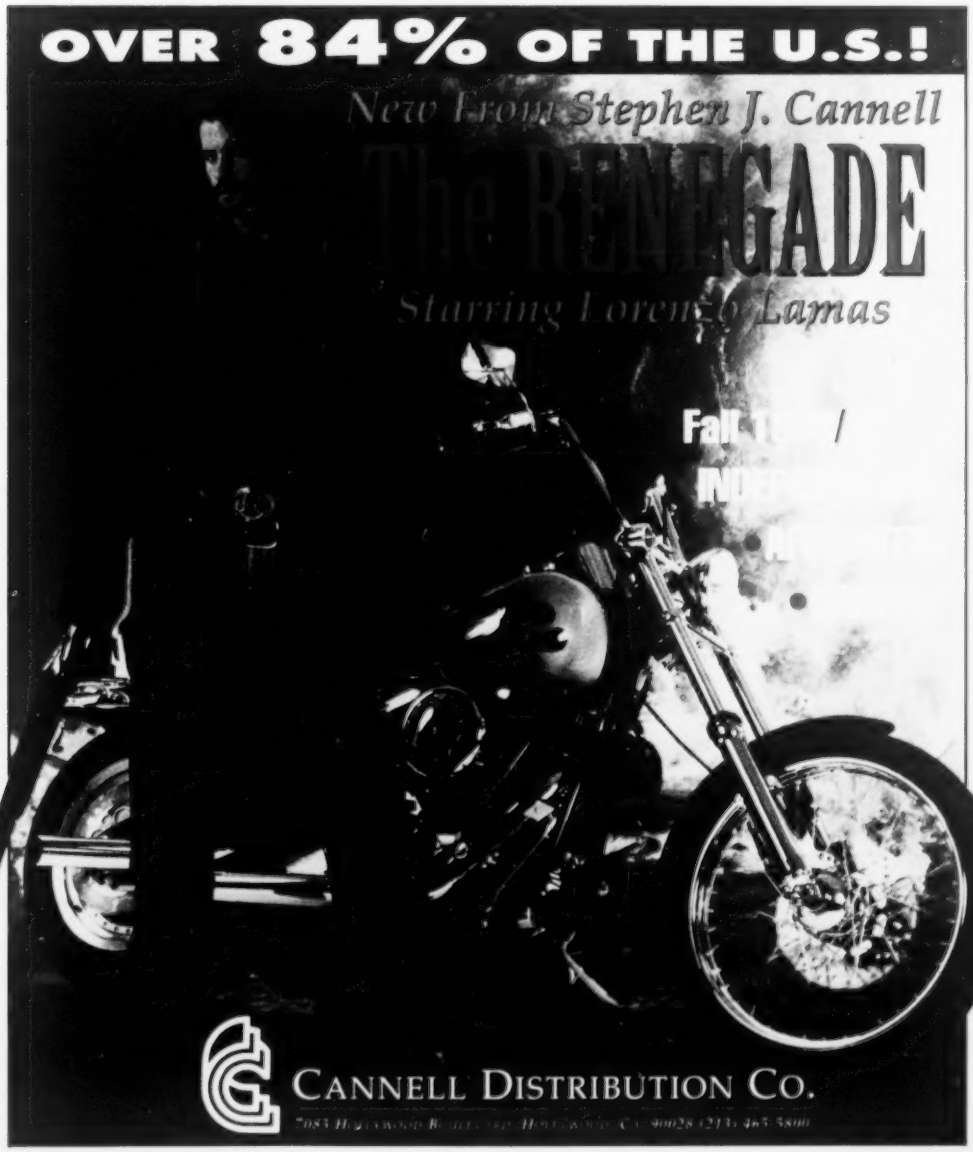
❑ 'PASSIVE' PEOPLEMETER: THE NEXT GENERATION / 8
❑ SEVEN NEW SHOWS POWER ABC'S 'SAFE' FALL SCHEDULE / 20



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RADIO SYNDICATION
Page 28

20% of the national audience, and Tribune and HSN are not far behind—leaving them little room to expand—and a handful of group owners are over 10% in audience reach.

With regard to duopoly, the commission is considering whether to permit ownership of two UHF stations or a UHF-VHF combination in a single market as long as there are at least six independently owned stations remaining in the market after the combination.

While on the surface that sounds like only a few markets would qualify, that is not necessarily the case, since "market" means the entire Area of Dominant Influence (ADI). For example, a market such as Cleveland has five stations located in the city. However, the Cleveland ADI—which includes Akron, Canton and Sandusky, Ohio—has a total of 13 TV stations. There are dozens of ADI's with at least eight TV stations.

So far, broadcasters showing the greatest interest in taking advantage of the duopoly rules are mid-sized group owners of Fox and independent stations.

Groups previously expressing interest in owning two stations in a market include ABRY Communications, Clear Channel Television and River City Broadcasting. All have cited the need to cover their overhead with more than one revenue stream and—since many don't see retransmission consent as the answer—feel this may be the most effective way. Broadcasters also point out that incremental costs would be lower and backroom costs could be shared.

Left unclear is how the commission's plans on giving broadcasters another channel to convert to high-definition television down the road mesh with a relaxed duopoly rule.

All five commissioners expressed a willingness to revisit the rules. Said Commissioner Sherrie Marshall: "We are not lamenting the growing competition that broadcasters now face, rather we are savoring the public benefits of numerous and diverse viewing choices for all consumer choices. It is the result of this success—this great proliferation in video choice—that allows us to recognize that competition is now performing much of the diversity-protection role of several of our broadcast ownership rules, and that is the basis of our proposals here." ■

This Week

TV OWNERSHIP RULES PROPOSED / 3

The FCC issued a variety of proposals last week for relaxing TV ownership restrictions, asking for comment rather than pushing specific changes.

FALL IN PLACE / 10

As NBC, CBS and Fox follow ABC's lead in announcing their fall schedules this week and next, attention focuses on last-minute, competitive fine-tuning as well as opportunities for Thursday night.

WEDNESDAY 'IMPROVEMENT' / 20

Seven of last season's newcomers made the cut in ABC's fall schedule. The network moved *Home Improvement* in an effort to shore up Wednesdays, and hopes it has a shot at post-*Cosby* Thursday.

KIDS NIGHT / 25

Saying the broadcast networks abandon kids after Saturday morning, Nickelodeon will bump two hours of *Nick at Nite* on Saturday nights to fit in a block of children's programing. A $20-million campaign will accompany the Aug. 15 launch.

SYNDICATORS DIVIDE TO CONQUER / 28

The continuing fragmentation of radio

NBC is next up with fall lineup; among the renewals: 'Wings' (p. 10)

formats presents new opportunities for program suppliers, but the audiences they reach, concentrated into ever-smaller niches, are often not as big as advertisers demand.

FIN-SYN AGREEMENT / 35

The Justice Department tentatively agreed to modification of the decrees barring the big three broadcast networks from financial interest in and syndication of programing they acquire from outside producers.

ABC's 'Hangin' with Mr. Cooper' has 'Full House' lead-in (p. 20)

MALRITE RESTRUCTURES / 38

A restructuring at Malrite Communications, said to include a $10-million loan from the company's chairman and a $25-million bank loan, may require the sale of one or more stations to meet subsequent cash flow obligations.

THE GREENING OF PRODUCTION / 40

Project Charlie, an effort to recycle videocassette housings and create jobs for the disabled in the bargain, launches Tuesday with 33 big companies on board.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week ϟ May 4-10

	ABC	CBS	NBC	FOX
MONDAY	**10.2/16**	**16.9/27**	**13.3/21**	**NO PROGRAMING**
8:00	57. FBI: Untold Str. 9.9/17	23. Evening Shade 14.1/24	27. Fresh Prince 13.6/23	
8:30	46. Amer Detective 10.7/17	15. Major Dad 15.6/25	28. Blossom 13.5/21	
9:00	54. ABC Monday Night Movie—Stormy Weathers 10.2/16	2. Murphy Brown 19.6/29	29. NBC Monday Night Movie—Trial: Price of Passion, Pt. 2 13.2/21	
9:30		6. Designg Wmn 17.7/27		
10:00		9. Northern Exposure 17.1/28		
10:30				
TUESDAY	**17.1/27**	**11.4/18**	**12.8/20**	**NO PROGRAMING**
8:00	11. Full House 15.9/26	39. CBS Tuesday Movie—Coming to America 11.5/18	19. NBC Movie of the Week—Perry Mason: The Case of the Reckless Romeo 14.7/23	
8:30	3. Home Improvmt 19.3/30			
9:00	1. Roseanne 20.8/31			
9:30	5. Coach 17.9/27			
10:00	22. Peter Jennings Reporting 14.2/24	46. Rescue: 911 10.7/19	63. Dateline NBC 9.1/15	
10:30				
WEDNESDAY	**11.2/19**	**12.2/20**	**11.6/19**	**NO PROGRAMING**
8:00	36. Wonder Years 12.1/22	69. Royal Family 7.4/13	10. Unsolved Mysteries 16.3/28	
8:30	42. Doogie Howser 11.1/18	66. Davis Rules 7.9/13		
9:00	26. Home Improvmt 13.7/22	31. Jake and the Fatman 12.9/20	40. Seinfeld 11.4/18	
9:30	37. Coach 12.0/19		52. Seinfeld 10.4/16	
10:00	64. Whitney Houston: My Life 9.0/16	11. 48 Hours 15.9/28	68. 1st Person with Maria Shriver 7.6/13	
10:30				
THURSDAY	**12.3/20**	**7.8/13**	**14.0/23**	**13.3/21**
8:00	42. Columbo 11.1/18	55. Top Cops 10.0/18	49. Cosby 10.5/18	35. Simpsons 12.4/22
8:30		69. CBS Thursday Movie—Sea of Love 7.4/12	32. A Diffrnt World 12.7/21	33. In Living Color 12.5/21
9:00			7. Cheers 17.4/27	23. Beverly Hills 90210 14.1/21
9:30			16. Wings 15.1/23	
10:00	20. Primetime Live 14.6/24		23. L.A. Law 14.1/23	
10:30				
FRIDAY	**10.5/19**	**8.4/16**	**14.6/27**	**5.4/10**
8:00	40. Family Matters 11.4/23	74. Mom Knows Best 6.4/13	60. I Witness Video 9.5/19	76. America's Most Wanted 6.1/12
8:30	45. Step By Step 10.8/21			
9:00	57. Dinosaurs 9.9/18	61. Miss Universe Pageant 9.4/17	8. Matlock 17.2/30	78. Sightings 5.8/10
9:30	57. Baby Talk 9.9/17			83. Hidden Video 2 3.6/6
10:00	49. 20/20 10.5/19			
10:30				
SATURDAY	**7.2/14**	**6.6/13**	**14.9/29**	**6.8/13**
8:00	79. ABC Saturday Night Movie—Caddyshack II 5.7/11	73. CBS Saturday Movie—Major League 6.8/13	4. Golden Girls 18.9/38	76. Cops 6.1/13
8:30				69. Cops 2 7.4/14
9:00			13. Empty Nest 15.8/30	72. The Last Godfather: John Gotti 6.9/13
9:30			21. Empty Nest 14.5/27	
10:00	53. The Commish 10.3/20	75. Trials of Rosie O'Neill 6.3/12	49. Dame Edna's Hollywood 10.5/20	
10:30				
SUNDAY	**9.5/17**	**15.4/28**	**10.9/20**	**7.4/13**
7:00	67. Life Goes On 7.7/16	17. 60 Minutes 15.0/31	65. NBA Playoff—Chicago at New York 8.6/18	82. Payback 3.9/8
7:30				81. Parker Lewis 4.3/9
8:00	37. Am Fun Hme Vid 12.0/22	17. Murder, She Wrote 15.0/26		55. In Living Color 10.0/18
8:30	46. Am Fun People 10.7/18			44. Simpsons 11.0/19
9:00	61. ABC Sunday Night Movie—Sexual Advances 9.4/16	13. CBS Sunday Movie—In My Daughter's Name 15.8/27	30. Saturday Night Live: All the Best 13.1/22	33. Married w/Childn 12.5/20
9:30				65. Herman's Head 8.4/14
10:00				79. Std by Your Man 5.7/10
10:30				83. Get a Life 3.6/6
WEEK'S AVGS	11.1/19	11.4/20	13.1/22	8.1/14
SSN. TO DATE	12.1/20	13.5/22	12.2/20	8.0/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

series about a Chihuahua and a cat, which will also run in its current Sunday morning time slot. Nickelodeon has ordered 13 episodes of each of the four series, and some of the older episodes from the returning series will likely be rolled into Saturday night as well. Laybourne declined to discuss any costs associated with Nickelodeon's move into Saturday nights.

The weekly block will open at 8 p.m. ET with *Clarissa Explains It All*, the critically acclaimed sitcom about the life of a teenager. That will be followed at 8:30 by the new teen-oriented variety show *Roundhouse*, created by former *In Living Color* head writer Buddy Sheffield. Starting at 9 p.m. will be *Ren & Stimpy*, and closing out the night will be a new half-hour anthology series, *Are You Afraid of the Dark?*, about a group of kids who gather around a campfire to tell ghost stories. ■

AD REVENUES DROP IN 1ST QUARTER

By Rich Brown

Cable network ad sales for first-quarter 1992 showed an uncharacteristic drop compared with the same period last year. Major categories showing some of the greatest declines included magazines, newspapers and other media; audio and video recordings, and imported cars.

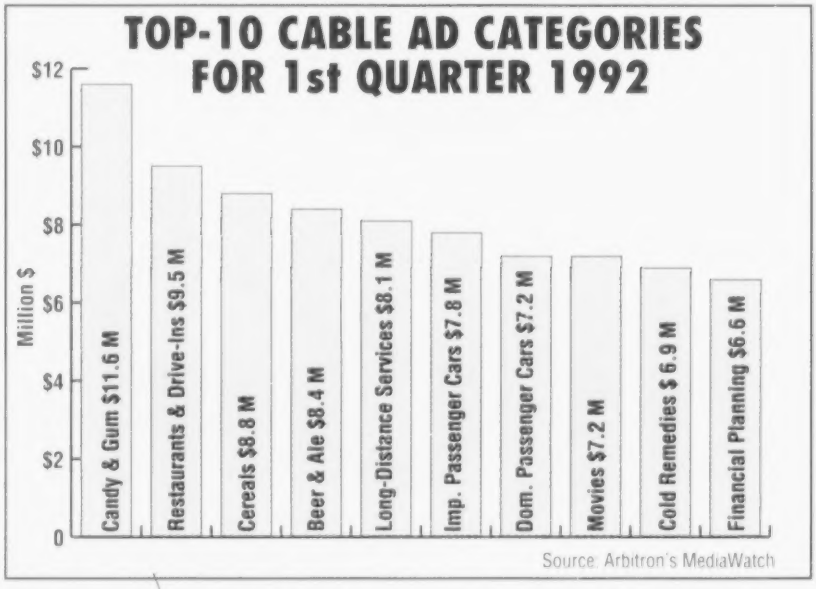
Total cable network advertising for the first quarter was $280 million, down from $284 million for the same period last year, according to Arbitron's MediaWatch, which tallies commercials aired on six top cable programing services (CNN, ESPN, Family Channel, MTV, WTBS(TV) Atlanta and USA).

Although the first-quarter decline was not dramatic—the drop was about 1.5%—it marked a turn from last year's success, when cable networks saw their ad revenue for the year jump from $1.8 billion to $2.1 billion. And the just-released results would not appear to support industry growth projections, such as those supplied by the Cabletelevision Advertising Bureau factbook, which show cable network ad sales rising to $2.5 billion by the end of the year.

"Any comparison to first quarter last year is going to be a little dicey because it was such an anomoly," says Erica Gruen, senior vice president, associate director of TV Information and New Media, Saatchi & Saatchi Advertising, pointing to CNN's success in covering the Persian Gulf conflict.

Among those categories showing declines, magazines, newspapers and other media cut spending on cable networks to $3.7 million, down from $12.1 million in first-quarter 1991. Among other sizable drops was spending by the audio and video recording industry, which fell from $8.2 million to $4.6 million. (The category increased its spending by 40% on spot TV advertising, however; see BROADCASTING, May 11.) Also marking a sharp cut in cable network ad spending was the imported car category, which cut back from $11.1 million to $7.8 million.

There was considerable growth in cable network ad spending in some major categories, however, including long-distance telephone companies, which jumped from $3.3 million to $8.1 million, and financial planning services, which doubled their cable network ad buys from $3.3 million to $6.6 million. ■



SWAP MEETS IN CABLE'S FUTURE

Multiple system operators looking to cluster their holdings will likely move to swap systems in the near future, according to a panel of top cable financial executives speaking at a panel at the NCTA convention in Dallas.

"You will see some meaningful trades in a short period of time," said Alan Gerry, chairman and CEO, Cablevision Industries. But he acknowledged that differences in corporate cultures can present a roadblock to such swap deals.

Swaps are a logical step to follow the growing success of interconnects, said James S. Cownie, chairman and president, New Heritage Associates.

"Many, many trade talks are going on," said Rick Davies, senior vice president of finance for ATC. "They just seem to be virtually impossible to get to the final agreement."

On other topics, the panelists said that the cable industry should not fear taking on leverage as it looks to implement new technology.

"The prudent use of leverage certainly was the reason why the people who built this business were able to build the business," said Gerry. –RB

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WOKV(AM)-WKQL(FM) Jacksonville, Fla. □ Sold by EZ Communications Inc. to Pacific Radio Partners Ltd. for $3.75 million. EZ Communications recently sold KISP(AM)-KMXX(FM) Phoenix for $5 million ("Changing Hands," March 2). **Seller** is headed by Alan Box, and is also licensee of KMPS-AM-FM Seattle; KRAK-AM-FM Sacramento, Calif.; KYKY(FM) St. Louis; WBZZ(FM) Pittsburgh; WEZB (FM) New Orleans; WHQT(FM) Miami; WIOQ(FM) Philadelphia and WMXC(FM) Charlotte, N.C. **Buyer** is headed by former radio group owner William Phalen and has no other broadcast interests. WOKV has news-talk format on 600 khz with 5 kw day and 5.4 kw night. WKQL has oldies format on 96.9 mhz with 98 kw and antenna 984 feet above average terrain. *Broker: Kalil & Co.*

KKID-AM-FM Sallisaw, Okla. □ Sold by Demaree Media Inc. to Hendren-McChristian Communications for $1.2 million. Purchase includes KFAY-FM Huntsville and KOLX(FM) Barling, both Arkansas, and WMBH(AM)-KKUZ(FM) Joplin, Mo. **Seller,** headed by L. Patrick Demaree, is also licensee of KFAX(AM) Farmington, KKEG(FM) Fayetteville, KOLZ(FM) Bentonville and KZNG(AM)-KQUS-FM Hot Springs, all Arkansas, and KXUS(FM) Springfield, Mo. **Buyer** is headed by general partners Kim D. Hendren and Norman D. McChristian. McChristian is limited partner in permittee of KDAB(FM) Prairie Grove, Ark. KKID-(AM) has C&W format on 1560 khz with 250 w day. KKID-FM has C&W format on 95.9 mhz with 400 w and antenna 600 feet above average terrain.

WBNJ(FM) Cape May Court House, N.J. □ Sold by Gateway Broadcasting Corp. to Avalon Group of Reading, Pa., for $850,000. **Seller** is headed by Joseph M. Isabel and is licensee of WCSS(AM)-WKOL(FM) Amsterdam, N.Y., and owns cable TV system there. **Buyer** is headed by Donald W. Greth, a radio talk show host in Reading, Pa. WBNJ has AC format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Media Services Group.*

WCVX(TV) Vineyard Haven (Providence-New Bedford), Mass. □ Sold by Cape Cod Television Inc. to Cape Television Inc. for $826,000 cash. Station, which is not on air, is asset of subsidiary of receiver Sentry Savings Bank, Massachusetts, and is being sold by Resolution Trust Corp., Federal government organization. **Buyer** is headed by Paul P. Flynn, attorney and former radio engineer. WCVX is independent on ch. 58 with 1,191 kw visual and 119.1 kw aural with antenna 470 feet above average terrain.

For other proposed and approved sales see "For the Record," page 52.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$462,600** □ **4**

FM's □ **$850,000** □ **1**

AM-FM's □ **$1,936,280** □ **5**

TV's □ **$0** □ **0**

Total □ **$3,248,880** □ **10**

1992 to Date:

AM's □ **$33,779,538** □ **69**

FM's □ **$53,402,138** □ **87**

AM-FM's □ **$79,241,205** □ **53**

TV's □ **$261,590,620** □ **20**

Total □ **$428,013,501** □ **229**

For 1991 total see Jan. 27, 1992 Broadcasting.

NO SALE, MAYBE

WOI-TV Des Moines will be taken off the block if a request made by Martin Jischke, president of the station's licensee, Iowa State University, is approved by the university's board of regents. Jischke said that four offers made in rebidding for the station—the first round was declared invalid—were either insufficient or had too much high-yield debt. The regents are expected to consider the request on May 20-21. **-cf**

SOLD!

KATM-FM, Pueblo-Colorado Springs, Colorado from Surrey Front Range Limited Partnership to Falcon Media, Inc. for $950,000.

Elliot B. Evers represented the buyer in the transaction.

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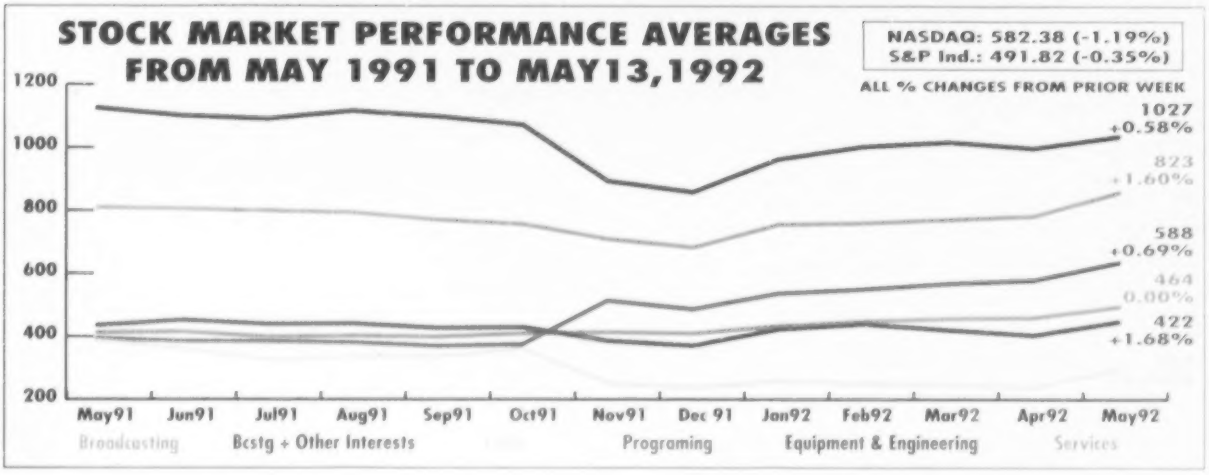
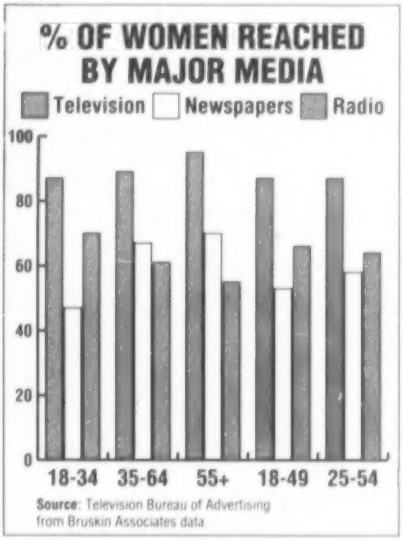
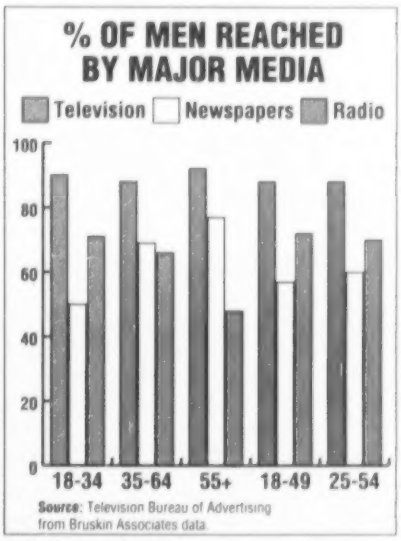
Broadcasting's By The Numbers







SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,652	1,001	5,653
Educational FM	1,530	314	1,844
Total Radio	**11,164**	**1,548**	**12,712**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	169	749
Educational VHF TV	123	5	128
Educational UHF TV	236	9	245
Total TV	**1,497**	**196**	**1,693**
VHF LPTV	452	148	600
UHF LPTV	785	849	1,634
Total LPTV	**1,237**	**997**	**2,234**
FM translators	1,894	362	2,256
VHF translators	2,503	76	2,579
UHF translators	2,350	400	2,750

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research

WKSJ-AM-FM Mobile, Ala., WRKA(FM) Louisville, Ky., and WCAW(AM)-WVAF(FM) Charleston, W.Va., were sold by Capitol Broadcasting to WESHAM Broadcasting Co. for $8.125 million. Capitol's sole stockholder, Kenneth S. Johnson, will be WESHAM Broadcasting's president/CEO. Buyer is general partner of a new limited partnership between Franklin Holding Corp., headed by Stephen L. Brown, and the WESHAM Corp., headed by William E. Simon and Morton I. Hamburg, a communications lawyer and former president of group owner JAG Communications. Broker: Blackburn & Co.

WCNN(AM)-WALR(FM) Atlanta was sold by Ring Radio Co. to Midwestern Broadcasting for $6 million. Seller is headed by Kim King and Charles Smithgall. Buyer is headed by Lewis W. Dickey, who also owns WWWM-AM-FM Toledo, Ohio. Brokers: Stan Raymond & Associates and Burt Sherwood Inc.

Lowell W. Paxson last week signed a letter of intent to purchase a controlling share (63%) of TM Century Inc. for a price estimated at $8 million-$8.4 million. The publicly held Dallas-based TM produces jingles and other programing products and services for 5,700 radio stations worldwide. Paxson, one of the founders of the Home Shopping Network, has quietly built one of the biggest radio groups in Florida and is apparently interested in taking the station group public through TM Century. Paxson Broadcasting has recently acquired AM and FM stations in Jacksonville, Tampa, Orlando and Miami. Paxson says he plans no changes at TM Century.

The Campaign Finance Reform bill (S. 3) vetoed by President Bush last week was sustained by the Senate last Wednesday (May 13). Fifty-seven senators voted to override the veto, 10 short of the required two-thirds majority. The bill included several provisions opposed by NAB, including a 50% discount on the lowest-unit-rate for senate candidates adhering to certain campaign spending limits.

House Energy and Commerce Committee member **Gerry Sikorski (D-Minn.) is considering an amendment to the cable reregulation bill (H.R. 4850) restricting the presentation of major professional sports championship games on pay per view.** "Any amendment introduced will simply protect hometown fans from having championship finals home games blacked out with access only available through pay per view," a Sikorski spokesman said last week. Fans of the National Hockey League's Minnesota North Stars were angered in 1991 when home games during the Stanley Cup finals were blacked out to local broadcasters and shown exclusively on pay per view.

A candidate for attorney general in West Virginia has filed a lawsuit against Heritage Media's WCHS(TV) Charleston for airing accusations of sexual harassment against him. Ed ReBrook, a Democrat, has denied the charges and filed a $20 million suit against the station, its news director and anchor. In the station's first report, the identities of two women accusing ReBrook were not released. Since then, other women have come forward with accusations and allowed themselves to be identified on air. ReBrook claims the reports are part of a conspiracy with his opponent to defeat him.

A consortium of cable MSO's representing 2.4 million subscribers have signed a letter of intent to carry The Game Channel, the 24-hour game show cable network scheduled to launch in January 1993. The Telesynergy Inc. consortium—which includes Armstrong, Buckeye, Coaxial, Colony, C-Tec, Greater Media, Omega, Palmer, Rifkin, Summit and Western Communications—will be among the first 10 million subscribers to qualify for free carriage of the service. The Game Channel, owned by Family Channel parent International Family Entertainment, Inc., also announced last week that it has picked up classic game series *$100,000 Name That Tune*, *Let's Make a Deal*, *Truth or Consequences* and others.

The Monitor Channel says it is engaged in **"serious dialogue"** with parties interested in submitting proposals by early June **to purchase the beleaguered cable network** from its current owner, Christian Science Church. The deadline for a sale of the year-old channel is June 15.

The Family Channel unveiled three new half-hour series for 1993: *The Man From Snowy River*, an action-adventure series; *221B Baker Street*, a mystery series from New World, and *M'Lord*, a sitcom starring Tim Reid. Also in the works are four made-fors, including

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 3. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.4/225/95
4. Star Trek	11.7/245/98
2. Jeopardy!	11.1/217/95
3. Oprah Winfrey Show	10.4/230/98
5. Magic II	8.8/164/91
6. Entertainment Tonight	7.8/190/94
7. Married...With Children	7.4/176/94
8. A Current Affair	7.3/176/93
8. Donahue	7.3/230/98
10. Nat'l Geographic-Assign.	5.9/162/95
11. Inside Edition	6.7/135/86
12. Cosby Show	6.5/201/96
12. Republic Color Movies Two	6.5/158/95
14. Wheel Of Fortune-wknd	6.4/194/82
15. WKRP In Cincinnati	6.1/239/99